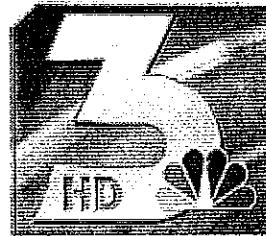


ORDER



Orders	Order / Rev:	104122
	Alt Order #:	06831863
	Product Desc:	BERKLEY FOR SENATE
	Estimate:	30S
	Flight Dates:	08/07/12 - 08/13/12
	Original Date / Rev:	07/09/12 / 07/10/12
	Order Type:	GENERAL
	Primary AE:	Amy McCreary
	Sales Office:	BLPHI
	Sales Region:	National

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
	1831 Chestnut St.	
	Philadelphia, PA 19103	
	Billing Type:	Cash
	Billing Calendar:	Broadcast
	Billing Cycle:	EOM/EOC
	Agency Commission:	15%

Advertiser	Name:	Berkley Shelley for Senate	Revised
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/13/12	62	\$100,750.00	\$85,637.50	August 2012	62	\$100,750.00	\$85,637.50	0.00
					Totals	62	\$100,750.00	\$85,637.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	\$100,750.00
Market	100%	\$205,612.24

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$41,122.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,897.96
KTUD	0%	\$0.00
KVVU	13%	\$26,729.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,112.24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/Wagner	5-6a		-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		Start Date	End Date	Weekdays		Spots/Week	Rate	Rating							
		Week: 08/06/12	08/12/12	-TWTF--		4	\$400.00	0.00							

Order / Rev: 104122
 Alt Order #: 06831863
 Flight Dates: 08/07/12 - 08/13/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/WaQM	5-6a		-TWTF--	:30	4	\$400.001	0.00	NM		4	\$1,600.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	-TWTF--	4	\$400.00	0.00																					
E 2	KSNV	08/13/12	08/13/12	M-F 5-6a WakeUp w/WaQM	5-6a		M-----	:30	1	\$400.001	0.00	NM		1	\$400.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/13/12	08/19/12	M-----	1	\$400.00	0.00																					
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/WaQM	6-7a		M-----	:30	2	\$700.001	0.00	NM		2	\$1,400.00											
M-F 6-7a WakeUp w/Wagners																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/13/12	08/19/12	M-----	2	\$700.00	0.00																					
E 4	KSNV	08/07/12	08/10/12	M-F 6-7a WakeUp w/WaQM	6-7a		-TWTF--	:30	8	\$700.001	0.00	NM		8	\$5,600.00											
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	-TWTF--	8	\$700.00	0.00																					
E 5	KSNV	08/07/12	08/10/12	Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,400.001	0.00	NM		8	\$11,200.00											
Today Show																										
TODAY																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/06/12</td> <td>08/12/12</td> <td>-TWTF--</td> <td>8</td> <td>\$1,400.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/06/12	08/12/12	-TWTF--	8	\$1,400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	-TWTF--	8	\$1,400.00	0.00																					
E 6	KSNV	08/13/12	08/13/12	Today Show	CM	658a-9am	M-----	:30	2	\$1,400.001	0.00	NM		2	\$2,800.00											
Today Show																										
TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/13/12	08/19/12	M-----	2	\$1,400.00	0.00																					
E 7	KSNV	08/13/12	08/13/12	News 3 at 4	CM	4-430p	M-----	:30	1	\$700.001	0.00	NM		1	\$700.00											
News 3 at 4																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/13/12	08/19/12	M-----	1	\$700.00	0.00																					
E 9	KSNV	08/07/12	08/11/12	News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	5	\$750.001	0.00	NM		5	\$3,750.00											
News 3 Olympic Zone																										
OLY ZONE																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	-TWTF--	5	\$750.00	0.00																					
E 10	KSNV	08/07/12	08/11/12	Olympics Primetime	CM	730pm-12am	-TWTF--	:30	5	\$6,000.001	0.00	NM		5	\$30,000.00											
Olympics Primetime																										
OLY PRIME																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	-TWTF--	5	\$6,000.00	0.00																					
E 11	KSNV	08/12/12	08/12/12	Olympics Primetime	CM	730pm-12am	-----S	:30	2	\$6,000.001	0.00	NM		2	\$12,000.00											
Olympics Primetime																										
OLY PRIME																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	-----S	2	\$6,000.00	0.00																					
E 13	KSNV	08/12/12	08/12/12	Olympics Daytime Week@M		4am-6pm	-----S	:30	4	\$1,700.003	0.00	NM		4	\$6,800.00											
Olympics Daytime WEEKEND																										
OLY DT																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	-----S	4	\$1,700.00	0.00																					
E 14	KSNV	08/11/12	08/11/12	Olympics Daytime Week@M		4am-6pm	-----S-	:30	4	\$1,700.003	0.00	NM		4	\$6,800.00											
Olympics Daytime WEEKEND																										
OLY DT WKEND																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/06/12	08/12/12	-----S-	4	\$1,700.00	0.00																					
E 15	KSNV	08/07/12	08/10/12		CM	9am-4pm	-TWTF--	:30	12	\$1,200.003	0.00	NM		12	\$14,400.00											

Order / Rev: 104122
 Alt Order #: 06831863
 Flight Dates: 08/07/12 - 08/13/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Daytime Weekd															
Olympics Daytime Weekdays															
OLY DT															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/06/12	08/12/12	-TWTF--	12	\$1,200.00	0.00										
N16	KSNV	08/07/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	1	\$750.002	0.00	NM		1	\$750.00
News 3 Olympic Zone															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/06/12	08/12/12	-TWTF--	1	\$750.00	0.00										
N17	KSNV	08/07/12	08/10/12	Olympics Daytime Weekd	CM	9am-4pm	-TWTF--	:30	2	\$1,200.003	0.00	NM		2	\$2,400.00
Olympics Daytime Weekdays															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/06/12	08/12/12	-TWTF--	2	\$1,200.00	0.00										
N18	KSNV	08/07/12	08/10/12	Wake Up Early w/ Wagn@M	430a-5a	-TWT---	:30	1	\$150.002	0.00	NM		1	\$150.00	
Wake Up Early Wagners															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 08/06/12	08/12/12	-TWT---	1	\$150.00	0.00										
Totals													62	\$100,750.00	